

13. BASIC FUNCTION OF POSITION:

Under the direction of the APAO (Asst. Public Affairs Officer) in Auckland, the incumbent promotes U.S. educational opportunities throughout New Zealand using a developed network of contacts at New Zealand education institutions, youth networks, and across the Mission's social media platforms. S/he provides information and advice to students wishing to study in the United States, and administers all Mission-related educational services. In co-ordination with the Embassy in Apia, provides similar services as appropriate for youth in Samoa. In coordination with the Mission's Youth Engagement Specialist in Wellington manages outreach activities with Auckland youth communities at all levels.

14. MAJOR DUTIES & RESPONSIBILITIES:

% of Time

A. EDUCATION ADVISING

70%

1. Promotes U.S. educational opportunities to Kiwi and Samoan youth. Provides accurate, comprehensive, objective and timely information and advice to interested students via traditional and social media platforms.
2. Represents EducationUSANZ and the Mission through outreach to tertiary institutions (particularly Post Graduate and Study Abroad Office staff and academics), and high schools, and through speaking engagements at industry meetings, conferences, and other public forums.
3. Organizes general orientations on studying in the U.S. for prospective and outbound students, arranges presentation programs for visitors and representatives from U.S. educational institutions, and keeps online statistical records of these visits.
4. Uses social media to reinforce personal and traditional communication channels. Manages Mission's @educationUSANZ twitter feed. Drafts blogs on educational advising topics.
5. Maintains the student advisory reference section (hard copy library, electronic database, and online material) so that students interested in pursuing an education in the U.S. receive accurate and appropriate information on entrance requirements, application process, and financial assistance, etc).
6. Organizes the funding and purchase of resource materials, training activities, outreach efforts, and other equipment; develops budgets and proposals; coordinates closely with the Mission Public Affairs Section and Regional Educational Advising Coordinator in all of the above and any additional financial reporting requirements.

B. YOUTH OUTREACH AND PROGRAMMING

25%

1. In coordination with the Embassy Youth Engagement Specialist, maintains and expands Mission outreach to young New Zealanders (students at all levels, and young professionals).
2. Manages Auckland Student Advisory Groups - organizes meetings, identifies and recommends top students for participation, and maintains relationships with group members through personal contact and social media channels.
3. Works in coordination with CG Auckland's Cultural Assistant to expand youth outreach to Maori and Pasifika communities.
4. Supports the Mission's social media outreach activities by drafted blogs on youth-related topics.

C. OTHER DUTIES AS ASSIGNED

5%

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE:

- a. **Education:** Completion of Bachelor's degree with a focus on Education, the Liberal Arts, Communications or Business.
- b. **Prior Work Experience:** 1-2 year's experience dealing with higher education (e.g. tertiary, technical institutes etc) that involves the counseling/advising of students on U.S. university application/admissions procedures; experience and familiarity with U.S and New Zealand higher education systems; experience developing and marketing educational programs – through traditional formal group presentations and social media.
- c. **Post Entry Training:** On the job training provided. FSI online training including Protecting Personally Identifiable Information (PA459); Ethics for New Locally Employed Staff (PA453); Cyber Security Awareness Course (PS800).
- d. **Language Proficiency:** Level V (fluent) English, both written and oral, is required. Communication is a major facet of this position.
- e. **Knowledge:** Detailed knowledge of a broad range of U.S. education-related subject matter - in particular admission procedures, funding opportunities, and NZ-U.S. educational contacts; plus general knowledge of the NZ and U.S. secondary and tertiary education systems.
- f. **Skills & Abilities:** Ability to develop and maintain contacts, and maintain confidentiality of contacts database information. Must be proficient in Microsoft Office products and have the ability to produce a wide variety of written documentation to a high standard of quality. Must be comfortable addressing groups of various sizes at public events. Must be familiar with the use of and be able to

provide content for the Embassy and EducationUSA websites, as well as such social media platforms as Facebook, Twitter, and flickr, among others. Incumbent must have a valid driver's license to be considered for the position.

16. POSITION ELEMENTS:

- a. Supervision Received:** Day to day workload direction is provided by the Public Affairs Specialist in Auckland. Supervision provided by the Auckland Consul General (CG)/Embassy Public Affairs Officer (PAO) and the Regional Educational Advising Coordinator. Incumbent will be expected to perform a variety of functions with minimum supervision.
- b. Supervision Exercised:** None.
- c. Available Guidelines:** Education Advising Service training materials; Mission Performance Plan, Foreign Affairs Handbooks and Manuals, and guidance from the State Department and from supervisor.
- d. Exercise of Judgment:** Must take initiative and exercise a high degree of independent judgment. Has responsibility for planning, arranging, and executing education programs nationwide and youth outreach programs in Auckland.
- e. Authority to make Commitments:** In consultation with the position supervisor, has authority to commit plans and schedules toward the execution of PAS education programs.
- f. Nature, Level, & Purpose of Contacts:** On behalf of the PAO and the CG, the incumbent is expected to maintain and develop contacts in key institutions in the education communities including the general public, educational institutions, students, academics and recruiters.
- g. Time Required to Perform Full Range of Duties:** 6 months.